How to Choose a Quality Bulk SMS Provider in Nigeria

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Introduction

Dear Nigerian Bulk SMS User,

Knowing how to choose a quality and reliable bulk SMS provider in Nigeria will save you a lot of stress, time, money, and heartbreak.

Choose the wrong bulk SMS provider and you'll regret it for a very long time to come.

I speak from personal experience.

I've been using bulk SMS for more than half a decade now. So, I should know what I'm talking about.

For instance, here are some of the terrible things I've been through in the hands of Nigerian bulk SMS providers – things you don't want to experience at all. Maybe you've even experienced some of these things yourself, that's why you are reading this report:

- They don't deliver your messages at all and yet they bill you. And when you tell them, they do absolutely nothing about it.
- Your scheduled messages are sent MONTHS after it was supposed to be sent and you receive no compensation for the embarrassment!
- You CAN'T even send your messages exactly the time you want to send them
- Your account is recharged SEVEN days after you've made payment
- And many more heartbreaking things TOO HORRIBLE to even talk about

That's why I've decided to write this short report, to show you how to avoid bad bulk SMS services in Nigeria and how to wisely choose a quality and reliable one that will not only deliver consistently but also treat you well.

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The Biggest Mistake Nigerians Make When Choosing a Bulk SMS Provider (You Want to Avoid This!)

The *greatest mistake* I see Nigerians make when choosing a bulk SMS service is thoughtlessly going for a service with the lowest price when there are ***more important*** factors to consider.

Unbeknownst to them, bulk SMS service in Nigeria is fraught with shoddy services, big traps, and money-hungry rogues. A good number of Nigerian bulk SMS providers see it as another get-rich-quick Internet business. They know very little about what it takes to run a business or take good care of their customers, to say the least.

Now, the question is, how do you know a ***quality*** and ***reliable*** bulk SMS provider from a bad and unreliable one?

Answer: It all lies in asking the right questions. As an insider, I'll reveal the key questions you need to ask and how to get the answers ***before*** parting with your hard-earned money for any bulk SMS service.

I'll try to make this as simple and brief as possible.

Please, come with me…

Key Question 1: How *supportive* is their customer support?

Support is the help you get from your service provider when you need it. This is the ***biggest issue*** as far as bulk SMS service in Nigeria is concerned.

Why? Because there will come a day when you'll not be able to send your SMS or do one thing or the other that comes with online text messaging. And you'll need their support.

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For instance, sometime ago, I urgently needed to upload numbers to my phonebook group, but I couldn't. So I contacted my bulk SMS provider and they took ***forever*** to help me out. It was a very sad experience. You don't want to experience something like that.

In another case with another provider, I needed to send bulk SMS but couldn't. I kept getting a "Failed!" error message. I called their customer care and I couldn't believe what the lady at the other end of the phone told me. She blurted out: "I'm not an engineer!"

Serious. I was shocked.

So, you need to know how supportive they are when you need help. You'll know these by calling, texting, and emailing them with a question. How long does it take them to respond to you?

Do they pick calls on time? If their line is busy, do they call you back promptly? Is their phone switched off? Do they pick your calls at night? Do they reply to your text or email? How long does it take them to do so?

Most bulk SMS sites in Nigeria put fancy Live Chat boxes on their sites, but when you click to chat, you get the message: ***"Chat is offline. Please drop a message."*** Message they won't reply to!

So, discount any site with live chats, the providers in Nigeria simply don't have the resources to sustain it. They just put it there as a placeholder.

In essence, when you deliberately text, call, and email them with a question or request, their response, speed of response or non-response should give you a clue as to how they'll treat you in future.

Key Question 2: Does their system automatically detect and remove repeated numbers?

Due to human error, your phone numbers could include five repeated numbers or even more. If there's no system to detect it, it means you'll send

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the same message to the same person five times! And that means wasted money! Not to talk of how your recipient will view you.

A quality and reliable bulk SMS service should ***automatically*** detect repeated numbers, remove them, and keep one of it to send SMS to. Check their site whether they mention something like this. Better yet, ***test*** by repeating your personal phone number 3 or 5 times and ensure it works before buying any SMS.

Note: A good bulk SMS provider will provide you with adequate FREE SMS units to test their service when you register with them. Ensure you utilize it to see whether it removes repeated numbers.

Key Question 3: Is their scheduling perfect?

Web-based bulk SMS comes with a scheduling feature. This powerful feature enables you to schedule a message to be delivered at a later time and date. It saves you huge time, stress, and money.

You can use it to schedule birthday and anniversary messages to people so that you don't forget them. You can use it to follow up on your prospects, etc.

Most bulk SMS services have this feature, but they are not perfect. A perfect system should send your message at least not later than 5 minutes of the time you set it.

You can check this yourself by testing it when you register. Schedule a message for the next 5 minutes to see how perfect it is. You don't want to schedule a birthday message and have it delivered a week later like it once happened to me. So take this very serious.

Key Question 4: Can you pay online?

Imagine that it is Friday evening. Banks are closed. And you're running low on bulk SMS credit in your account and you need to send an urgent SMS to people, what do you do?

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A quality bulk SMS provider should have an integrated online payment to enable you make payment anytime with your ATM card. These days, it's not all that difficult to have an e-payment facility on your website.

Another issue is that of security, which is why online payment is not very popular in Nigeria. Most Nigerians think their money will disappear from their bank account should they use their ATM card to make payment online.

Listen, why your fear is reasonable, it's not truly based in reality. Today's payment cards have several layers of security to protect you from cyber thieves.

Students doing university registration and clearances use e-payment and we've not heard that their money disappeared.

Anyway, a quality bulk SMS site should not just provide an e-payment facility but should also educate you on how to protect yourself when making payment online.

In fact, that should be the question you should be asking yourself: ***How do I protect myself when making payment online?*** And not necessarily waiting for your bulk SMS service provider to show you how. Heck, it's your money we're talking about here.

Paying at the bank is an archaic way to do business. It's stressful, time-consuming, inconvenience, and limiting. And banks don't open on Saturdays, Sundays, and public holidays.

Another way out is to do online money transfer using Internet banking – but this is also e-payment. So, you can't escape it.

Let's not forget, what we're talking about here is that you should go for a bulk SMS provider with online payment facility.

NOTE THIS: Some bulk SMS sites put *Interswitch* logo on their sites saying they accept ATM payment, but they're NOT functional!

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Sometime ago, I needed to recharge my bulk SMS account with a certain provider on a Friday evening. I was happy because I earlier saw on their site that they accept *Interswitch* ATM cards and I wasn't yet signed up for online transfer, so I fired up my browser to pay with my ATM.

Guess what? It didn't work! I called and they told me it's not functional. So, they put it there for show, after all. Needless to say, you need to be sure their online payment is working – real-time.

Key Question 5: Do they make refunds or offer money-back guarantee?

Money back guarantee is the assurance that your money will be refunded if you're not satisfied with a service. ***That's what a reliable bulk SMS service should do*** – because they know they'll always deliver on their promises… all things being equal.

Know this beforehand. I once bought a considerable large amount of bulk SMS from a certain provider, several times I tried sending SMS from their site, but couldn't. I contacted them but they were not helpful. So, I requested for a refund, they told me they don't refund. I laughed thinking what on earth they want me to do – forget my huge money? And I desperately needed to send SMS because it was for a seminar with a date attached to it.

I was dumbfounded. I called, text them, emailed, begged, and finally threatened them. Finally, they promised to refund it. But as I write this, after two months of their promise, I'm yet to get my money back. It's so sad. If I were such a bad guy, I'll reveal their name here, but I don't want to sound as if I'm trying to bring someone down.

But believe me, you don't want to go through such a tormenting experience. So ask if the bulk SMS site you want to use offer money-back guarantee and what the terms and conditions are.

Key Question 6: How long does it take for them to recharge your account after you make payment?

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I won't dwell so much on this because it's pretty straightforward. On the surface, you'll think it's a simple thing they'll do. I used to think that way too until it took one service provider *two good weeks* to recharge my bulk SMS account. Yes, two good weeks!

It wasn't funny at all. I called severally. I asked them to refund me, they said they can't. A good bulk SMS service should recharge your account the instant you make payment. Ensure you ask and have an answer to this.

Key Question 7: How helpful is their Help?

By Help I mean the site's *User's Manual* that shows you, *step-by-step*, how to easily use the website. Every great service-based site or software program has one. For instance, Yahoo! Mail has.

Note: Even though sending bulk SMS is as simple as sending email, believe me, you still need help on how to use the various functions on bulk SMS sites. And it doesn't matter whether you're an advanced user or a beginner.

I say this because as an advanced user, I needed to cancel the message I scheduled for delivery with one service provider, but I couldn't and there was no Help section on the site! And I needed to cancel the message immediately or it will be a big mess for me. So I called their customer care and she didn't even know how to do it either! It was such an embarrassing situation.

So, before you choose a bulk SMS provider, ensure they have a Help section to guide you on using their service. You can check their site for a menu links titled Help or Knowledgebase or FAQ.

Key Question 8: Do they have *satisfied* customers?

This is commonsense: If other people are satisfied with their services, there's great likelihood that you'll be satisfied, too. But guess what? Bulk SMS services in Nigeria are too poor that if providers were to publish what their customers are saying about them, they'll go out of business instantly!

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So any bulk SMS site that publishes a list of satisfied customers should be respected and held in high esteem. And it shouldn't stop at that, the "satisfied customers" they publish should be reachable, at least their picture and contact should be there for you to verify.

Additionally, do a Google search for the bulk SMS site you want to pitch your tent with and see what people are saying about them. Simply enter www.thebulksmswebsite.com in Google search box and hit your enter key.

Also look at what people are saying on their Facebook Fan Page. This will help you greatly in deciding the bulk SMS provider to choose. I once did a search like this on a certain bulk SMS website and when I read what users were saying (especially on their Facebook Fan page), and I ran for cover because they were terrible!

Warning! Take all those "Facebook Likes" with a pinch of salt because people just click on things on Facebook thoughtlessly and without any sense of responsibility. More so, because people like a particular bulk SMS site doesn't mean they are using it. People click to like a site because their friend is the owner. I know this because, as you probably already know, I own a bulk SMS website myself.

Concluding Thoughts…

If you noticed, I didn't mention price in my key questions. That is because, generally, bulk SMS pricing in Nigeria is fair and reasonable. In fact, the pricing is almost the same. More so, if the pricing is not good for, you will NOT buy, will you?

And let me tell you this, in my experience, low-priced bulk SMS sites are traps – big-time traps to lure you in first, because they know that once your credit finishes, you'll recharge again and again. So, they throw excellence to the dogs and offer you poor services.

Based on my research, I discovered that bulk SMS sites with *perceived* expensive price are solid and they offer more features and benefits.

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Many customers – including my humble self – have tried to save money on bulk SMS by going for the lowest-priced service but ended up getting exactly what we paid for – ***disappointment!***

You'll end up losing the money you were trying to save and you'll wish you'd focused on quality rather than on low price alone.

And mind you, bulk SMS services with lowest prices ***don't guarantee*** that their prices will remain lowest in the industry. They could increase their prices without warning. What do you do? Spend time looking for the lowest priced bulk SMS service again?

What I just shared with you in this report are practices adopted by world's leading companies. To lend credence to that, listen to famous American author, Stephen Covey, in his popular book: *Principle-Centered Leadership*…

"End the practice of awarding business on the basis of price tag alone. Instead, minimize total cost. Move toward a single supplier for any one item, based on a long-term relationship of loyalty and trust."

So, here's my parting word to you: Think long term, think relationship, and "open your eyes."

Yours Truly,

Edwin A. Joel

P.S. I already told you I own and run a bulk SMS website. Needless to say, it does everything I say you should look out for in a bulk SMS service… ***and even more!***

It's called 5star SMS available at www.5starsmsng.com. I highly recommend it. See the next page for why you should choose 5star SMS.

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Highly Recommended Nigerian Bulk SMS Provider

I highly recommend you choose 5star SMS to send your bulk SMS.

5star SMS is Nigeria's Nordstrom – a company renowned for its ***outstanding*** customer service. For instance, when you need help or want to make any enquiry about our bulk SMS service, we call you instead of you calling us – simply request a callback by texting "PLS CALL ME" to 0813-647-3434.

Whether the banks are open or not, you can ***securely*** recharge your bulk SMS account online 247 with your ATM card and ***automatically*** get credited ***instantly…*** and receipt sent to your email! PLUS, we educate you on how to protect yourself when making payment online.

You'll be pleased to know that our 5star SMS message delivery is ***instant*** – our SMS gateway delivers 1,400 SMS per second… with ***delivery reports to prove!***

You can send 3-page SMS or more and it will be delivered IN FULL because we have the technology to deliver Long SMS. And ***don't worry*** about repeated numbers because our system *automatically* detects and removes repeated numbers and send SMS to ***only one*** of it.

What's more? You can address your recipients by name in your bulk SMS without sending the SMS one by one? You can do so ***at once*** with our ***personalized SMS*** feature.

You can also ***schedule*** your bulk SMS – like birthday wishes, meeting reminders, marketing ***follow-ups*** – to be delivered at a later date and time and it will deliver ***exactly*** at that date and time!

Price is as low as N1, as of the time of this writing, if you're buying at least 20,000 units and N1.5 if you're buying 1,000 units. 10 FREE SMS is yours for ***adequate testing.*** Register now to experience what extraordinary service is like. Visit www.5starsmsng.com to register.

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